

Tollring Telecoms Resource Management - ROI White Paper

Until now, effective tools and services to help Enterprise customers manage their telecoms costs and resources have not been readily available or affordable. Utilising the latest cloud based computing technology and our expert services Tollring believe a tangible ROI will be achieved within 3 months of deploying our solution. Savings and business efficiencies will be derived from 5 key areas. These are:

1. Telecoms Expense Management (TEM)
2. Business Process Automation (BPA)
3. Reporting and Business Intelligence (BI)
4. Managed Service (MS)
5. Cloud based computing (SaaS)

This document explains how "real" and sustainable saving can be achieved.

Tollring's technology and services are being used by over 200 enterprise customers ranging from small organisations with 100 billing services to Global organisations with in excess of 10,000 services, billing in excess of £5 million annually. Not including savings and efficiencies gained from BPA and BI, Tollring's customers are experiencing real savings of between 20% and 50%.

"PWC recently reported the average cost to raise a purchase order in the UK is £50 and that over 90% of spreadsheets audited contained serious errors."

"BT Global recently reported the average cost for paper based personal call reporting and recovery was £40 per mobile user per month"

"IBM Cognos recently reported that Telecommunications cost are now the 4th largest expenditure within the Enterprise today"

"Gartner's June 2009 Marketscope report for Telecoms stated that Organisations who had adopted telecoms managed services have experienced a true 20% overall reduction in cost"

Savings and profit recovery from Telecoms Expense Management

Tollring are confident that savings of between 25% and 50% are achievable. The areas we expect to deliver savings are shown below:

- | | | |
|---|---|-----|
| • Policy management and enforcement | - | 15% |
| • Staff awareness of reporting and tracking tools | - | 10% |
| • Billing errors and overcharging | - | 5% |
| • Tariff optimisation | - | 5% |
| • Personal Call Management (cost recovery) | - | 15% |
| • Hardware / device lifecycle management | - | 5% |

Savings from Business Process Automation

Tollring believes further and significant savings and efficiencies can be achieved by utilising our expertise and technology to do the challenging data manipulation work. TollringERM uniquely offers centralised management of your entire telecoms resources:

- Complete Communications Management
 - Fixed and mobile telecoms including lines, minutes and hardware
 - Multiple vendors and Network providers bills
- Inventory and Asset management
- Moves, Adds and Changes management - Joiners and Leavers

Business Intelligence and Management Reporting

Across organisations today, accessing the correct data to make informed decisions is becoming increasingly difficult. Data is complicated, fragmented, inflexible, departmental and costly to compile and make decisions. Organisations need flexible and easy access to key data. The data must be a centralised, single version of the truth, for effective decision making. Any BI tools must be intuitive and easy to use and enable multiple users across multiple functions and locations to investigate and scrutinise data for better insight and within a "one-stop-solution". Executive support is critical for a successful Business Intelligence implementation.

- Controlled system access for unlimited system users
- End user / Employee system access to drive accountability and responsible use
- Automated and scheduled reporting for all business functions
 - Automation of Finance and Accounting monthly routines
 - Cost allocation and charging on
 - Cost Centre Manager reporting
 - Auditing and Compliance for VAT
- Company-wide, ad-hoc, on-demand and exception reporting
- Automated call destination identification and cost allocation
- Personal Call Management (PCM) and reporting

Savings via a Managed Service

Tollring takes the hassle out of managing telecoms data freeing up your own staff to focus on running the business. Tollring provide the following managed service:

- Carrier/network bill load (single or multiple)
- Data reformatting
- Multiple data source consolidation
- Tailored report writing
- Inventory / Cost Centre uploads and updates
- Harmonising and cleansing incompatible data
- Help desk support
- User training and User guides
- Bespoke system and feature development

Software as a Service

The TollringERM platform is fully hosted and supported by Tollring. The cost of the service is fully included in our monthly management fee. Our Servers are safely and securely housed off-site in high grade data centre. Tollring provide further savings and efficiencies through:

- Transparent pricing model- Cost per billing source per month
- No Capital outlay – IT costs reduced
- 24x7 / 365 days of the year system availability
- Easier mobility and scalability
- Reduced risk of system outage/failure
- Faster go-live with a short time-to-value period
- A simple, cost-effective upgrade path
- Offsite stored data for Disaster Recovery and Audit trail
- Zero impact on IT resources
- No hardware or software to deploy or maintain
- Accessible from any internet enabled PC
- Password protected, SSL security and encrypted system access

Additional TollringERM Benefits

- Contributes to achieving minimum standards – ISO 14001
- VAT / HMRC Compliance
- Audit trail
- Employee risk management and Corporate Responsibility
- Evidence to support staff disciplinary / reviews
- Evidence to support disputes with network vendors / bills / invoices
- Base-lining and audit service
- Staff performance management
- Tender response / tariff comparisons
- Improved and faster decision making

Typical ROI Model for Mobile Telecoms Management

Company X

Based on call charges of **£500k** per annum across 1000 users
(Does not include rentals)

Projected Annual Savings

Telecoms Expense Management

Policy management and enforcement (12%)	-	£60k
Staff awareness of reporting and tracking tools (7%)	-	£35k
Billing errors and overcharging (3%)	-	£15k
Tariff optimisation (3%)	-	£15k
*Personal Use cost recovery (20%)	-	£100k
i. Billed savings in 1st year	-	£225k

(*PCM for employees will see 80% cost recovery of personal calls cost)

Other Benefits and Savings:

In-house resource savings of a minimum of 1 full time employee	-	£40k
Zero hardware / software support	-	£40k
ii. Sub Total	-	£80k

Personal Call Management

The calculated the time it takes an employee to identify and report on personal use at 1.0 hour per month. Using an average cost per hour of £20 and based on the number of employees on at circa 1000:

iii. Staff time lost manually identifying personal calls	-	£290k
---	---	--------------

Total Achievable Annual Savings	-	£595k
--	---	--------------

Year 1 ROI:

Tollring Costs in 1 st Year (including on-off set up fee)	-	£56k
--	---	------

Total Return on Investment for Year 1:	-	£539k
---	---	--------------